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## ANNUAL REPORT OF THE PUBLICATION COMMITTEE

The Publication Committee was instructed by a vote of the Association at the last annual convention to publish the JOURNAL bi-monthly for a year as an experiment. The Committee has accordingly issued six numbers, including that for July, now in the press. These numbers have 1168 pages of text, 144 line illustrations and 44 halftone illustrations. This is 558 pages in excess of the 1919 JOURNAL, 672 pages more than in 1918, 434 pages more than in 1917 and 148 pages more than in 1916. In addition to printing many more pages than heretofore, more papers and articles have been published. With the hearty coöperation of the authors in most cases, many of the articles have been more or less condensed before publication, thereby saving a considerable sum which would otherwise have been paid to the printer without any substantial benefit to anybody.

In order to carry on this work to the best advantage, your Committee has held monthly meetings, at some of which it had the benefit of the presence of President Davis. The fact that a representative of the Finance Committee was a member of the Publication Committee was particularly helpful, because there were heavy advances in printing charges during the year and the financial features of the publication work had to be watched carefully.

*Printing expenses.*—The expenses for publishing the JOURNAL have been greatly increased as a result of the rise in the cost of everything in the printing trade since the beginning of the World War. The Association's printers, the Williams & Wilkins Company, of Baltimore, which is the only printing company specializing in publications like the JOURNAL which your Committee has been able to discover, advised us early in 1920 that in the last six years the wages of their compositors and pressmen had been advanced 116.8 per cent, binding room men 75 per cent, binding room girls 80 per cent, and cutters 88 per cent. The classes of paper used in the JOURNAL had been increased from 100 to 130 per cent. In view of these conditions the printers could continue our work no longer without an increase of 35 to 65 per cent in various classes of type setting and over 10 per cent in paper and press work, above the figures that were the basis of the budget for the current year.

All publishers have been facing the same conditions. James H. McGraw, president of the McGraw-Hill Company, the largest publishers of technical journals and books in the world, has informed your Committee that the paper for their publications has been steadily increasing in price and now costs about 300 per cent more than in 1916. During this four-year period there has been a 68 per cent increase in wages for hand compositors, proof readers and linotype operators, 88 per cent for pressmen, 58 per cent for monotype keyboard operators, 193 per cent for bindery girls and 94 per cent for bindery men.

The following statement was recently given out by the publishers of *The Outlook*: "During the past three years the cost of the paper on which *The Outlook* is printed has increased 100 per cent. The cost of typesetting, printing, binding and mailing has increased over 50 per cent."

In view of the mounting costs, your Committee made a careful investigation of the possibility of obtaining a satisfactory class of work from other printers at a lower price than the Williams & Wilkins Company was willing to make. A few estimates were obtained at lower prices, one at a considerably lower price, but all were accompanied by conditions introducing so many extra charges that they were not definite as to the quality and cost of the work. Your Committee accordingly advised the Finance Committee to accept the terms of the Williams & Wilkins Company. In case any further advances are made during the current fiscal year of the Association, the appropriation for the JOURNAL in the budget recommended by the Finance Committee at this convention will be insufficient to bring out six numbers, a fact which your Committee desires to put on record here for the benefit of the next Publication Committee.

*Abridgment of papers.*—On account of the high printing costs, your Committee has exercised to a greater extent than heretofore the Constitutional editorial privileges it possesses. It has thus been able to save several hundred dollars in printing charges. As a rule, authors have gladly coöperated in this editorial work done in the interest of economy, but there have been some authors whose minor changes of proofs have been quite needless, in the Committee's opinion. While the additional expense caused by these changes has not been large, it has been a direct waste of money. No two persons agree entirely on punctuation, capitalization and other features of printing, but your Committee follows a widely adopted standard style in which the JOURNAL is set without deviation, and all changes made from this style on the proofs are unwarranted.

*Illustrations.* In the JOURNAL of December, 1918, there was a brief explanation on page 400 of the method of preparing drawings for photo-engraving. A former Publication Committee adopted a rule requiring all authors to furnish drawings which could be photo-engraved. Such a rule has not been adopted by your present Committee, although the following facts will show how desirable it is for illustrations of papers to be prepared with a view to their reproduction. In the six numbers of the JOURNAL issued by this Committee there have been 50 line engravings reproduced from the authors' drawings. For nearly all of the remaining 94 illustrations a line drawing had to be made by your Committee. In order to reduce the illustration to the small size of the JOURNAL page it was sometimes necessary first to reduce the original drawing by the photostat process and then prepare a drawing from the photostat reproduction for still further reduction by photoengraving.

Until recently many large folding inserts reproduced from authors' drawings have been used. At present the cost of these large engravings and their printing as inserts rarely makes them economical. Your Committee much prefers to use authors' drawings to its own because they express without any question the details the authors desire to bring out. This cannot be done, however, unless the directions for preparing drawings for photoengraving, to which reference has been made, are followed carefully.

*Original contributions.* Your Committee has published a number of papers and short notes which were prepared exclusively for the JOURNAL. This is in line with the policy of the last Publication Committee in printing short editorial "Comments" on topics of general interest. The purpose has been to make the JOURNAL of the greatest possible value to all interested in any branch of city water supply.

This policy your Committee recommends continuing. The JOURNAL is capable of great improvement as the resources of the Association permit. As it becomes more useful, membership in the organization will increase, an end all of us desire, for a large Association, if kept free from internal dissensions, can exercise a strong influence in bringing into greater public prominence the importance of water supply.

"Life" in a magazine means original, timely and concise articles. Most of them are short; none should be longer than necessary to present the subject properly. A very large proportion of the mem-

bers have interesting subjects brought before them at least once a year, and when this happens they should remember that a letter about them, sent to the Publication Committee, will often supply the JOURNAL with the best of reading for many of our members. The idea that long, elaborate articles only are desired for the JOURNAL is all wrong; the interest of the communication, not its length, determines its usefulness.

*Relations with trade journals.* In spite of occasional suggestions to the contrary, your Committee sees no reason for any change in the policy of previous Committees regarding the use by trade journals of papers read before the Association or its Sections prior to their appearance in our own JOURNAL. The purpose of the Association is the dissemination of information about water supply, and trade journals are a useful means to this end. There are a very few such trade journals which use our papers as original contributions, omitting the usual credit to the Association, but they are so unimportant and lacking in influence that it is not worth while calling them to account for this breach of journalistic proprieties.

The authors of papers read before the annual convention are expected to furnish to the Association's Editor a complete copy of the paper and all accompanying illustrations, on or before the date of its presentation. Similarly, authors of papers before Sections should furnish copies to the secretary of the Section for transmittal to the Editor. The Association is not at present financially able to prepare and furnish copies of papers to trade journals. The Publication Committee is unwilling to lend the original copies of papers in the possession of the Editor for two reasons: first, they are not always returned and even when returned they are sometimes so disfigured as to necessitate complete rewriting for the printer, and second, even when returned they are often sent back so tardily that much inconvenience in using them in the JOURNAL results. These troubles are all avoided if the trade journals will arrange with the authors of papers for such of them as are desired.

*Advertising.* In the opinion of your Committee the bimonthly publication of the JOURNAL has been successful and its continuation is recommended. There is one feature of it with which your Committee is particularly dissatisfied, however, and it desires in closing this report to refer to the Advertising Section.

Most of the large fields of activity have their special trade directories, and your Committee feels very strongly that the Advertising

Section of our JOURNAL should be the trade directory of the water works field, not only for the benefit of our active members but also for the benefit of our associate members. The knowledge that in a certain place can be found a practically complete list of manufacturers of everything required by water companies or departments would be helpful to our active members. At present there is no such list for reference outside a few large directories costing twice our annual dues, or more, and as there is nothing of the kind now in existence the Association will be competing with no private publishing interests in attempting to make its advertising section such a reference list.

Your Committee is strongly of the opinion that no attempt should be made to make the Advertising Section a source of any decided profit. At present the Association receives \$75 a year for a page advertisement in each of the six numbers in a volume. If the advertiser uses a half-tone illustration in each advertisement and changes his copy with each number, the Association will pay to the printer about \$55 a year for that advertisement, leaving about \$20 profit, or less than the 40 to 50 per cent commission often charged for securing advertisements for publications like the JOURNAL. This \$20 is a fair compensation to the Association for its expenses in looking after the Advertising Section.

Looking at the subject from the manufacturer's viewpoint, the advantage of advertising in the JOURNAL is clear. If he desires to issue six leaflets a year to the members of the Association he cannot possibly get them printed for less than \$55 a year. In addition he must pay a postage bill of \$90 if he sends out 1500 copies of each leaflet, and the incidentals connected with mailing will bring the total expense up to double what it will cost to tell the same facts to the same persons in the JOURNAL's Advertising Section.

It is for this reason that your Committee believes one of the leading benefits the Association can furnish to its associate members is the development of the Advertising Section of the JOURNAL into a real trade directory of the water works field. It is not a matter of advertising, in the usual sense of the term, so much as a service to all grades of our membership.

Respectfully submitted,

W. W. BRUSH, *Chairman*,  
GEORGE A. JOHNSON,  
ALLAN W. CUDDEBACK,  
PAUL HANSEN,  
J. M. GOODELL, *Editor*.